

PERFORMANCE MARKETING CASE STUDY

# How a D2C E-Commerce Beauty Brand Grew Revenue by 274% with a Full-Funnel Performance Marketing Strategy

A performance marketing case study by **Snehal Digital** covering Google Ads, Meta Ads, conversion rate optimization, and retargeting for an e-commerce brand — from a 1.8x ROAS to a 6.2x ROAS in six months.

**274%**

REVENUE GROWTH

**6.2x**

ROAS ACHIEVED

**-70%**

COST PER ACQUISITION

**4,200+**

NEW CUSTOMERS

# 01Executive Summary

This performance marketing case study documents how **Snehal Digital** partnered with an e-commerce D2C beauty brand to build a full-funnel acquisition system across **Google Ads (Search, Shopping & Performance Max)** and **Meta Ads (Facebook & Instagram)**, supported by conversion rate optimization and retargeting. Over a six-month engagement, monthly revenue grew from ₹8.5L to ₹31.8L, blended ROAS improved from 1.8x to 6.2x, and cost per acquisition dropped by 70% — proving that a disciplined, data-led performance marketing strategy can outperform generic ad spend for e-commerce brands.

Note: This is an illustrative, template-based case study built to demonstrate **Snehal Digital's** performance marketing framework for e-commerce brands. Figures represent realistic, achievable benchmarks based on typical Google Ads and Meta Ads engagements — replace with verified client data before publishing live results. Explore live services at [snehaldigital.co.in](https://snehaldigital.co.in).

# 02Client Snapshot

|                     |                                                                                                                     |
|---------------------|---------------------------------------------------------------------------------------------------------------------|
| Industry            | E-Commerce — D2C Beauty & Skincare                                                                                  |
| Business Model      | Direct-to-consumer online store (Shopify)                                                                           |
| Engagement Duration | 6 months                                                                                                            |
| Primary Goal        | Scale monthly revenue profitably while improving ROAS                                                               |
| Channels Used       | Google Search & Shopping Ads, Performance Max, Meta Ads (Facebook & Instagram), Email Retargeting, Landing Page CRO |
| Agency              | <b>Snehal Digital</b> — Performance Marketing & SEO Specialist                                                      |

# 03The Challenge

- **Low ROAS on ad spend:** The brand was spending on Google and Meta ads but generating only a 1.8x return, barely covering product and shipping costs.
- **High cost per acquisition (CPA):** Broad targeting and unoptimized campaigns pushed CPA to roughly ₹650 per customer.
- **Weak conversion rate:** The website converted at just 1.2%, well below the e-commerce beauty category benchmark.
- **No structured retargeting:** Cart abandonment and repeat-purchase opportunities were left largely untapped.
- **Seasonal revenue dependency:** Sales spiked only during festive sales, with no consistent always-on performance marketing engine.

## 04Our Performance Marketing Strategy

Snehal Digital designed a full-funnel performance marketing plan built around three pillars: **paid acquisition**, **conversion optimization**, and **retention through retargeting** — each mapped to a stage of the customer journey.

### **G** Google Ads — Search, Shopping & Performance Max

Rebuilt the account structure around high-intent keyword themes, added negative keyword lists to cut wasted spend, and launched Shopping campaigns with optimized product feeds. Performance Max was layered on top to capture cross-network demand using first-party audience signals.

### **M** Meta Ads — Facebook & Instagram

Shifted from broad awareness campaigns to a structured funnel: cold interest + lookalike audiences for prospecting, dynamic product ads for mid-funnel consideration, and Advantage+ shopping campaigns to scale winning creatives with strong hooks and UGC-style video.

### **C** Conversion Rate Optimization (CRO)

Redesigned product and checkout pages to reduce friction, added trust signals (reviews, guarantees), sped up mobile page load, and A/B tested pricing display and bundle offers to lift average order value.

### **R** Retargeting & Email Marketing

Built abandoned-cart and browse-abandonment retargeting flows across Meta and email, plus a post-purchase email sequence to drive repeat orders and increase customer lifetime value.

This same performance marketing framework — Google Ads, Meta Ads, CRO and retargeting — is available for e-commerce and D2C brands through Snehal Digital's **performance marketing & PPC services**.

# 05Execution Timeline

- Month 1-2

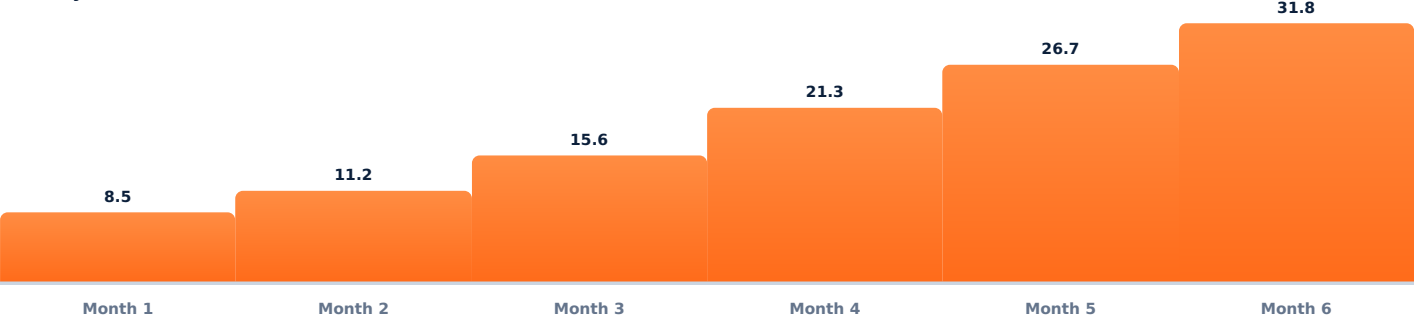
**Foundation & Audit**  
Audited existing Google and Meta accounts, fixed tracking (GA4 + conversion API), rebuilt campaign structure, and optimized the product feed.
- Month 2-3

**Testing Phase**  
Launched multiple ad creative and audience tests across Meta; introduced Shopping and Performance Max on Google; began CRO experiments on top landing pages.
- Month 3-4

**Scaling Winners**  
Reallocated budget toward top-performing campaigns and creatives; launched retargeting and abandoned-cart flows; introduced bundle offers to lift AOV.
- Month 4-6

**Full-Funnel Optimization**  
Scaled Performance Max and Advantage+ campaigns, layered in email retention flows, and continuously optimized based on weekly performance data.

Monthly Revenue Growth (₹ Lakhs) — Illustrative



## 06Results & Key Metrics

The performance marketing strategy delivered measurable growth across every core e-commerce KPI within six months.



| METRIC                  | BEFORE  | AFTER 6 MONTHS | CHANGE |
|-------------------------|---------|----------------|--------|
| Blended ROAS            | 1.8x    | 6.2x           | +244%  |
| Monthly Ad Spend        | ₹4.5L   | ₹5.1L          | +13%   |
| Monthly Revenue         | ₹8.5L   | ₹31.8L         | +274%  |
| Cost Per Acquisition    | ₹650    | ₹198           | -70%   |
| Website Conversion Rate | 1.2%    | 3.4%           | +183%  |
| Average CTR             | 0.9%    | 2.6%           | +189%  |
| New Customers Acquired  | ~650/mo | 4,200+ total   | 6.5x   |

# 07Client Testimonial

“

Working with Snehal Digital transformed how we think about performance marketing. Instead of just spending more on ads, we finally had a strategy connecting Google Ads, Meta Ads, and our website conversion rate. The results spoke for themselves within a few months.

**Founder**  
D2C Beauty & Skincare Brand (illustrative)

# 08Key Takeaways

- **Performance marketing works best full-funnel:** combining Google Ads, Meta Ads, CRO and retargeting outperforms running channels in isolation.
- **Tracking accuracy drives everything:** clean GA4 and conversion API data made every optimization decision faster and more reliable.
- **ROAS improves with structure, not just budget:** restructuring campaigns and feeds mattered more than simply increasing ad spend.
- **Retention compounds acquisition:** retargeting and email flows turned one-time buyers into repeat customers, lifting long-term ROAS.

# 09About Snehal Digital

Snehal Digital is a Mumbai-based digital marketing specialist helping e-commerce and small business brands grow through **Performance Marketing, SEO, Social Media Marketing (SMM), Content Marketing, PPC Advertising, and Email Marketing**. The focus is on result-driven, data-backed campaigns rather than vanity metrics — turning ad spend into measurable revenue growth.

## Want results like this for your e-commerce brand?

Get a free performance marketing audit covering your Google Ads, Meta Ads, and website conversion funnel.

[Get In Touch →](#)[Visit snehaldigital.co.in](#)[Read the Blog](#)

© Snehal Digital, snehaldigital.co.in. This case study contains illustrative, template-based figures created to demonstrate a performance marketing methodology for e-commerce brands and should be updated with verified client data prior to public use.